PUBLISHED WEEKLY • 13TH YEAR OF PUBLICATION

File copy 12/7/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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february

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february

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35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, DECEMBER 4, 1953

Friday Dec. 4	SHOWING OF 18TH CENTURY FURNITURE	M. FIREMAN & CO.	667 MADISON AVENUE SHOWROOM-AT 61ST ST.

10:00 A.M.-12:00 Noon — Opening of new showrooms, with a series of room settings by Celia Endore and D. Philip Spencer. Trade presentation 4:00 P.M. to 6:00 P.M. By invitation only. Publicity: Allene A. Stearn, 1105 Lexington Avenue, RE. 4-6756.

Friday Dec. 4	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE

6:00 P.M.-7:00 P.M. Cocktails — "Head-Lines"--informal presentation of hats during Friday cocktail hour. Dec. 4: Vaughan O'Toole. Dec. 11: Herma G. Dec. 18: Pauline Holt. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.

Beginning Friday Dec. 4-Dec. 12	COSTUME PLATES FROM 4TH TO 19TH CENTURY	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

Selected fashion inspiration for both style and color for 1954, consisting of over 100 colored costume plates showing fashion from the 4th to 19th century. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.

Sunday Dec. 6-Dec. 10	DISPLAY MARKET WEEK IN NEW YORK	NATIONAL ASS'N OF DISPLAY INDUSTRIES	HOTEL NEW YORKER

Showing of Spring and Easter display products. Contact: Nat'l Ass'n. of Display Industries, 203 N. Wabash Avenue, Chicago, Illinois.

WEEK BEGINNING MONDAY, DECEMBER 7, 1953

Dec. 7 — PEARL HARBOR DAY (Monday).

Monday Dec. 7	"BEDROOMS OF TOMORROW"-- NEW ACETATE FABRICS	CELANESE CORP. OF AMERICA	180 MADISON AVENUE SHOWROOM - 10TH FL.

9:30 A.M.-12:00 Noon Coffee — Preview of "Bedrooms of Tomorrow", created by Edward Ballenger, introducing new Celanese acetate home furnishings fabrics for 1954. By invitation only. Publicity: Ella Howard, Ellington & Co., MU. 7-4300, Ext. 37.

Monday Dec. 7-Dec. 11	BEDROOM, BATHROOM AND CLOSET FURNISHINGS	FIVE MANUFACTURERS	630 PARK AVENUE APARTMENT 4C

9:30 A.M.-5:00 P.M. — Preview of the "Charmed Circle"--featuring color and design integration of Martex bath towels, bath mats, bath carpeting and Kitchen Originals; North Star blankets; Needletuft bedroom ensembles and bath rugs; Ames shower and window curtain ensembles; Enrich closet accessories. By invitation only. Publicity: Ella Howard, Ellington & Co., MU. 7-4300, Ext. 37.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Dec. 7 10:00 A.M. Coffee	HANDBAG PREVIEW FOR MAGAZINE EDITORS	BRILL & BRILL	20 WEST 33RD STREET SHOWROOM - 10TH FL.
	Brill & Brill will present handbags by Jenny to the magazine editors. By invitation only. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.		
Beginning Monday Dec. 7- Dec. 12 5:30 P.M.	"CHRISTMAS PARTY" DRESS WEEK	ABRAHAM & STRAUS (BROOKLYN)	VARIOUS FLOORS
	Informal showings of Holiday dresses for gifts and holiday-wear; Mon. & Thurs. at 5:30 P.M.; Tues., Wed., Fri. at 2:30 P.M.; Sat. at 12:30 P.M. Arthur Murray dancers in person each day. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.		
Monday Dec. 7 6:00 P.M.- 7:00 P.M. Cocktails	MEN'S FASHIONS AT COCKTAIL SHOWING	ESQUIRE MAGAZINE & J.B. LIPPINCOTT CO.	HOTEL MADISON CAFE MADISON
	Showing of men's fashions, in conjunction with "Esquire Etiquette", published by J.B. Lippincott Co. Commentator: Richard Lang, associate fashion editor of "Esquire". Press invited. Public by reservation. Contact: Claire Muller at Hotel Madison, EL. 5-5000.		
Monday Dec. 7 7:00 P.M. Cocktails; 7:30 P.M. Dinner	HONOR DINNER FOR "KEY WOMEN OF THE YEAR"	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	WALDORF-ASTORIA STARLIGHT ROOF
	The Fashion Division of the Federation of Jewish Philanthropies of New York will give a dinner to honor Mme. Vijaya Lakshmi Pandit, "Woman of The Year"; also, Miss Imogene Coca, Miss Agnes De Mille, Mrs. Jennie Grossinger, Mrs. Lytle Hull, "Key Women of The Year," and Tobe. Co-chairmen for dinner: Nettie Rosenstein and Ann Goodman Farber. Price: $7.50. Contact: Fashion Division of Federation, 71 W. 47th St., PL. 7-5700.		
Beginning Monday Dec. 7- Dec. 31	SIGNATURE ORIGINAL BY SALLY VICTOR	CAROL STANLEY, INC.	10 EAST 38TH STREET MAIN FLOOR
	"Spring Blossoms", designed by Sally Victor, is the January Signature Original scarf and handkerchief promotion by Carol Stanley, on display through December. Publ.: Jo Kellerman at Carol Stanley, OR. 9-2330.		
Week Of Dec. 7	SPRING MILLINERY WEEK IN LOS ANGELES	CALIFORNIA MILLINERY GUILD	INDIVIDUAL MEMBERS' SHOWROOMS
	Contact: 811 So. Spring St., Los Angeles, California.		
Tuesday Dec. 8 12:15 P.M. Luncheon	ANNUAL MEETING: PROGRAM COMMITTEE LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BELVEDERE ROOM
	Subject: "Do You Want To Keep More of The Money You Earn? Income Tax -- Social Security -- Unfair to Women!" Speakers: The Hon. Kenneth B.Keating, member of Congress; Helen Valentine, editor-in-chief of "Charm" Magazine. Chairman of Program Committee: Muriel Johnstone. Christmas gifts for Children's Aid Society will be collected. Price: $4.00 for members;$4.25 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.		
Tuesday Dec. 8 12:30 P.M. Luncheon	FASHIONS BY LOOMTOGS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Luncheon showing of Arnold Constable's Resort fashions by Loomtogs. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Dec. 8 4:00 P.M. Cocktails	PREVIEW OF KHAKI AND COTTON RESORT FASHIONS	GALEY AND LORD	SHERRY NETHERLAND BALLROOM
	Galey & Lord's "Cotton Futures", spotlighting G.I. Khaki, and featuring Resort fashions from leading European and American designers. Showing at 4:30 P.M. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Tuesday Dec. 8 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF DECORATIVE ACCESSORIES	CELIA ENDORE; & TOM LEE	CELIA ENDORE STUDIOS 425 EAST 51ST STREET
	First American showing of decorative accessories by sculptress, Valerie Clarebout at a party given in her honor by Celia Endore and Tom Lee. By invitation. Publicity: Allene A. Stearn, 1104 Lexington Ave., RE. 4-6756.		
Wednesday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW	CLAIRE McCARDELL (TOWNLEY FROCKS)	HOTEL PIERRE COTILLION ROOM
	Showing of Claire McCardell's Resort and Spring collection during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. McCardell Contact: LO. 4-2155. Pierre Fashion Dir.: Nola Luxford, TE.8-8000.		
Wednesday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS DURING LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
	Russeks will present Cruise and Resort fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Dec. 9 4:00 P.M. Cocktails	TURKISH-INSPIRED FASHIONS BY CAROLYN SCHNURER	MR. NURI EREN, DIR., TURKISH INFO. OFFICE	345 EAST 46TH STREET CARNEGIE BUILDING
	Turkish Reception with a private showing of the Resort collection designed by Carolyn Schnurer, inspired by her trip to Turkey. Also, presentation of the Everglaze fellowship to the R.I. School of Design for a Turkish student. Admittance by invitation only. Fashion information for Turkish collection: Mrs. D. J. Todd at Peck & Peck, OR. 3-4700.		
Advanced Dec. 10	THE PIERRE BALMAIN-DE PINNA LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR DEC. 10, WAS ADVANCED TO THURSDAY, DEC. 3.		
Thursday Dec. 10 1:00 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW	JOHN CRICE RICH (57 WEST 54TH STREET)	HOTEL PLAZA PERSIAN ROOM
	John Crice Rich will present his 1954 collection of custom originals. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director & Show Publicity: Mary Alice Rice, CI. 6-1790.		
Beginning Thursday Dec. 10	SPRING & EARLY SUMMER COAT COLLECTION	SMART SET OF CALIFORNIA	1407 BROADWAY SHOWROOM-6TH FLOOR
	Smart Set of California will show Spring coats and toppers in Charles Rose's N.Y. showroom. Contact: Charles Rose Associates, PE. 6-6974.		
Friday Dec. 11 8:00 P.M. Dinner	"KNICKERBOCKER BALL"-- DINNER AND DANCE	SISTER KENNY FOUNDATION & OTHERS	WALDORF-ASTORIA BALLROOM
	Annual "Knickerbocker Ball", sponsored by Buitoni Foods, Inc., Lanvin Perfumes and Van Cleef and Arpels for the benefit of the Sister Kenny Foundation, the Hospitalized War Veterans and the Foundling Home. Entertainment staged by Lester Gaba. Tickets: $50.00 and $35.00. Contact: Tappin and Tew, 38 East 57th St., PL. 1-2644.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Dec. 14 6:30 P.M.-8:30 P.M.	TENTH & FINAL SESSION: FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
	Job Discussion--A panel of speakers will answer questions and give job advice in an open discussion. Speakers: Grace Bamonte, B. Altman & Co.; Mary E. Campbell, Conde Nast Publications; James B. Lucy, Personnel Consultant. Contact: The Fashion Group, CI. 7-3940.		
Wednesday Dec. 16 12:30 P.M. Luncheon	FASHIONS FOR RESORT AT LUNCHEON SHOWING	CABANA BEACHWEAR CO. (1410 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
	Cabana's Resort fashions, available at Bonwit Teller, will be shown during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Cabana contact: CH. 4-4575. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Dec. 16 4:30 P.M.-7:00 P.M. Cocktails	PRESS SHOWING OF POTTERY DESIGNS	RED WING POTTERIES	HOTEL DORSET CHIPPENDALE SUITE
	Showing of table settings by Red Wing Potteries, previewing their January Pittsburgh display. By invitation only. Publicity: Lillian Weiss, Jamian Adv., 30 Vesey St., WO. 2-6020.		
Friday Dec. 18 12:00 Noon Luncheon	PRESS PREVIEW: SPRING COSTUME JEWELRY	SPERRY MFG. CORP. (366 FIFTH AVENUE)	HOTEL VANDERBILT ROOM 111
	The Sperry Manufacturing Corp. will invite the press to a preview of Spring 1954 designs in costume jewelry. By invitation only. Publicity: Carol Nalen at Sperry, BR. 9-7178.		
Dec. 21	FIRST DAY OF WINTER (Monday).		
Dec. 25	CHRISTMAS DAY (Friday).		
Jan. 1	NEW YEAR'S DAY (Friday).		
Monday Jan. 4 4:00 P.M.	SPRING MILLINERY FORUM & MEETING	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	SAVOY PLAZA HOTEL ROSE ROOM
	Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. Director: Virginia Pope. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.		
Beginning Monday Jan. 4	OPENING OF SPRING HANDBAG LINES	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
	Industry-wide opening of Spring 1954 handbag collections on first "permanent" opening date basis. Spring handbag openings will henceforth always begin the first Monday after New Year's Day. Showings of their complete collections will be held in individual members' showrooms. Publicity: Ruth Lundgren, 244 Madison Ave., MU. 6-0686.		
Beginning Monday Jan. 4	OPENING OF SPRING JEWELRY COLLECTION	CORO, INC.	47 WEST 34TH STREET SHOWROOM-3RD FLOOR
	Spring collection of Coro jewelry and new Corocraft "fashion masterpieces." By appointment only. Publ.: Ann R. Silver, 551 Fifth Ave., MU. 7-8654.		
Beginning Monday Jan. 4	SCARFS AND STOLES FOR SPRING	GLENTEX	417 FIFTH AVENUE SHOWROOM-9TH FLOOR
	Opening of Spring collection of scarfs, stoles, wraps, novelties, beach accessories and imports by Glensder Textile Corp. By appointment only. Publicity: Ann R. Silver, 551 Fifth Ave., MU. 7-8654.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Jan. 4	OPENING OF SPRING JEWELRY COLLECTION	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
	Showing of Trifari, Krussman & Fishel Spring collection of jewelry. By appointment only. Publ.: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.		
Tuesday Jan. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Irene of New York will present her Spring millinery to the N.Y. press and buyers. By invitation. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.		
Tuesday Jan. 5 12:30 P.M. Luncheon	PRESS PREVIEW OF BOYS' FASHIONS	CLUETT, PEABODY & CO. (10 EAST 40TH STREET)	HOTEL PLAZA BALLROOM
	Cluett, Peabody & Co. will invite the press to a luncheon preview of their first line of boys' wear, introducing their entrance into the boys' wear field. By invitation only. Publicity: Gertrude Dale, at Young & Rubicam, MU. 9-5000, Ext. 425.		
Tuesday Jan. 5 7:00 P.M. Dinner	SPRING MILLINERY FASHION SHOW	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR GRAND BALLROOM
	Semi-annual millinery fashion show for trade and press. By invitation only. Contact: Millinery Stabilization Commission, LO. 4-7800.		
Beginning Tuesday Jan. 5- Jan. 22	SPRING FASHION PRESENTATION	SEVENTEEN MAGAZINE	488 MADISON AVENUE
	Display of Spring fashions featured in the promotion portfolios of "Seventeen's" March and April issues. By appointment only. Contact: Frances Hodges, Merchandise Director, PL. 9-8100.		
Wednesday Jan. 6 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY	LADDIE NORTHRIDGE (16 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
	Presentation to N.Y. press and buyers of Laddie Northridge's Spring millinery collection. By invitation. Publ.: Maud G. Moody, LE. 2-5562.		
Wednesday Jan. 6 11:00 A.M.	PREVIEW OF SPRING HAT COLLECTION	WALTER FLORELL	29 EAST 53RD STREET SALON
	Walter Florell will present his Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Donna Cannon, MU. 7-5447.		
Thursday Jan. 7 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING	SALLY VICTOR	18 EAST 53RD STREET SALON
	Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.		
Thursday Jan. 7 5:30 P.M.	FASHION SHOW WITH "MADEMOISELLE" MAGAZINE	JAY THORPE	2ND FLOOR
	Jay Thorpe's Spring fashions shown in conjunction with "Mademoiselle" Magazine, with fashion editor Edith Raymond as commentator. Open to public. Publicity: Dorothy Coburn, JU. 6-1000.		
Friday Jan. 8 9:30 A.M. Breakfast	PRESS SHOWING OF HATS FOR SPRING	EMME (26 E. 56TH ST.)	PLACE TO BE ANNOUNCED
	Emme will invite the press and buyers to a preview of her Spring millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Jan. 9 5:00 P.M. Dinner	SPRING SHOWING FOR VISITING PRESS	HANNAH TROY, INC. (530 SEVENTH AVENUE)	HOTEL GOTHAM NORTH BALLROOM
	Hannah Troy will present her Spring collection to the out-of-town editors. Show followed by dinner. By invitation only. Publicity: Gladys Steiner, at Lester Harrison, 341 Madison Avenue, MU. 9-1630.		
Sunday Jan. 10 10:00 A.M. 1:00 P.M. Brunch	SPRING SHOWING OF FASHION JEWELRY	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
	Trifari, Krussman and Fishel will invite the out-of-town and local press to a gala brunch showing of their new Spring line. By invitation only. Publicity: Dorothy Lansing, 125 East 50th St., PL. 9-7598.		
Sunday Jan. 10 11:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING PRESS	EMME	PLACE TO BE ANNOUNCED
	Emme will invite the visiting editors to a buffet breakfast and showing of her Spring millinery. Presentation to the New York press at 9:30 A.M. on Friday, Jan. 8. By invitation only. Publicity: Mildred Kaldor, MU.9-5420.		
Sunday Jan. 10 12:15 P.M. Luncheon	RESORT AND SUMMER FASHIONS IN KID	KID LEATHER GUILD (1270 BROADWAY)	HOTEL PIERRE COTILLION ROOM
	Luncheon for visiting press and preview of Resort and Summer kid shoes and accessories. By invitation only. Publicity: Charline Osgood, at Kid Leather Guild, WI. 7-0332.		
Sunday Jan. 10 3:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS	SALLY VICTOR	18 EAST 53RD STREET SALON
	Showing of Sally Victor's Spring millinery collection to the visiting press. Showing for the local editors on Thursday, Jan. 7, at 10:00 A.M. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.		
Sunday Jan. 10 4:30 P.M.	SPRING COLLECTION FOR VISITING PRESS	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	Maria Krum will present her complete Resort and Spring collection to the out-of-town press. By invitation. Contact: Helen Gray, CI. 7-3060.		
Sunday Jan. 10 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
	Forstmann will invite the out-of-town press to open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.		
Sunday Jan. 10 6:00 P.M.- 10:00 P.M.	COCKTAIL PARTY FOR VISITING & LOCAL PRESS	HARRIET HUBBARD AYER	HAMPSHIRE HOUSE THE COTTAGE
	"Celebrity Night"--Harriet Hubbard Ayer will invite the out-of-town and N.Y. editors to a cocktail party. By invitation. Publ.: Mary Brown, MU. 8-6000.		
Sunday Jan. 10 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR VISITING PRESS	WALTER FLORELL	29 EAST 53RD STREET SALON
	Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring millinery. This show will be presented to the N.Y. fashion editors on Wednesday, Jan. 6 at 11:00 A.M. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		
Jan. 10- Jan. 14	FOURTH SEMI-ANNUAL WOMEN'S SPORTSWEAR SHOW AT HOTEL NEW YORKER. Contact: Arthur Tarshis, 12 West 72nd Street, TR. 3-7128.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 11 6:00 P.M.	MILLINERY PREVIEW OF SPRING COLLECTION	LADDIE NORTHRIDGE	PLACE TO BE ANNOUNCED
	Presentation to the visiting press of Laddie Northridge's Spring millinery. Show for the local editors on Wednesday, Jan. 6 at 9:30 A.M. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.		
Week Of Jan. 11	SHOWING OF SPRING SHOE COLLECTIONS	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
	The Guild of Better Shoe Manufacturers will present their couture footwear collections for Spring and Summer 1954. Members include: Newton Elkin; Jerro Bros.; La Valle, Inc.; John Marino & Son (Schiaparelli); Palter de Liso; M. Wolf & Son; Zuckerman-Fox (Julianelli). Publicity: Doris Beechman, MU. 9-5200.		
Monday Jan. 11- Jan. 14	"CHARTING RETAILING'S COURSE FOR '54"	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER
	NRDGA's 43rd Annual Convention. Contact: Robert J. Mayer, CH. 4-8780.		
Tuesday Jan. 12 8:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	The out-of-town press will be invited to a breakfast showing of Irene's millinery collection for Spring, 1954. Show for local press, Wed., Jan. 5, at 9:30 A.M. (See Page 5). By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.		
Tuesday Jan. 12 9:30 A.M. Breakfast	MILLINERY PREVIEW FOR PRESS AND BUYERS	BEATRICE-MARTIN (16 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
	Beatrice-Martin will present her Spring millinery collection to the N.Y. press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.		
Tuesday Jan. 12 11:00 A.M.	BRIDAL FASHIONS BY JOSEPHINE ORO	JAY THORPE	5TH FLOOR BRIDAL SALON
	"Wedding Breakfast" for the press--a preview of Josephine Oro's bridal fashions for Spring and Summer. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.		
Tuesday Jan. 12 9:00 P.M. Dinner	FASHION SHOWING OF DAYTIME DRESSES	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
	"Daytime Dresses in 3D"--theme of the 20th annual fashion show. By invitation. Publicity: Erwin Feldman, LA. 4-6352.		
Wednesday Jan. 13 9:00 A.M. Breakfast	RAINWEAR FASHIONS BY HELEN VAN VLIET	TOWN CREATIONS (39 WEST 29TH ST.)	PLACE TO BE ANNOUNCED
	Preview of Spring-into-Summer rainwear, designed by Helen van Vliet for Town Creations. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.		
Thursday Jan. 14 8:00 A.M. Breakfast	SPRING COLLECTION FOR VISITING PRESS	LEONARD ARKIN & SON (530 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
	Leonard Arkin & Son will show advance Spring collection to the visiting press. By invitation only. Publ.: Viola Shefer, 745 5th Ave., PL. 3-3173.		
Thursday Jan. 14 10:30 A.M.	PREVIEW OF SPRING HAT COLLECTION	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Millinery fashions for Spring will be presented by Mr. John P. John to the N.Y. press and buyers. Showing for visiting editors at 5:30 P.M. By invitation. Contact: Peter Brandon, MU. 8-4906.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 14 12:30 P.M. Luncheon	COTTON KNIT AND SWIMWEAR FASHION SHOW	KNITTED FABRICS INST. & N.R.D.G.A.	HOTEL STATLER BALLROOM
	Third annual cotton knit and swimwear fashion show, co-sponsored by the Merchandising Division of the National Retail Dry Goods Association and the Knitted Fabrics Institute. Tickets: $4.50. Contact: Knitted Fabrics Institute, 1450 B'way. Publ.: Martin Stern, 60 E. 42nd St., VA. 6-0543.		
Thursday Jan. 14 4:00 P.M.- 6:30 P.M. Cocktails	SPRING PREVIEW OF PANTIE GIRDLES	GUILD FOUNDATIONS (20 WEST 33RD STREET)	HAMPSHIRE HOUSE THE COTTAGE
	Guild Foundations will present the Spring collection, featuring "Phantoms Pantie Girdle Parade." By invitation only. Contact: Guild Foundations, 20 West 33rd Street, LA. 4-5519.		
Jan. 14 5:30 P.M.	MR. JOHN'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:30 P.M., 53 EAST 57TH STREET. (See Above).		
Thursday Jan. 14 6:00 P.M. Tea	SPRING BAG PREVIEW FOR THE PRESS	JOSEF (GOLD SEAL) IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU-11TH FLOOR
	Spring collection of domestic and imported "Bags by Josef" for local and visiting press. By invitation. Publicity: Viola Shefer, PL. 3-3173.		
Friday Jan. 15 8:00 P.M.	OPERA PARTY FOR VISITING PRESS	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
	The Jewelry Industry Council will be host to the visiting editors at the evening performance of the opera. By invitation only. Publicity: Martha Percilla, PL. 7-3075.		
Beginning Monday Jan. 25- Jan. 27	SPRING OPENINGS OF LONDON COUTURE	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND
	Showings by Hardy Amies, John Cavanagh, Charles Creed, Norman Hartnell, Mattli, Digby Morton, Peter Russell, Michael Sherard, Victor Stiebel, Worth. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.		
Beginning Tuesday Jan. 26	OPENING OF COUTURE COLLECTIONS IN FLORENCE	ENTE ITALIANO DELLA MODA	PITTI PALACE FLORENCE, ITALY
	Showings by Antonelli, Carosa, Guidi, Marucelli, Canna, Veneziani. Contact: G. B. Giorgini, 1, Piazza S. Trinita, Florence, Italy.		
Beginning Monday Feb. 1	SCHEDULE OF PARIS COUTURE OPENINGS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	Feb. 1: Jean Patou, morning; Heim, afternoon; Desses, evening. Feb. 2: Griffe, late afternoon; Ricci, evening. Feb. 3: Dior, morning for press, 5:30 P.M. for buyers; Fath, 2:30 P.M. for press, evening for buyers; Balenciaga, late afternoon for press; Hubert de Givenchy, evening for press. Feb. 4: De Givenchy, morning for buyers; Balenciaga, for retailers; Gres, 5:30 P.M.; Maggy Rouff, evening. Feb. 5: Balenciaga, for manufacturers. Still Unscheduled: Balmain, Lanvin, DeRauch, Paquin, Schiaparelli, others. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.		
Tuesday Feb. 2 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Tenth Annual "March of Dimes" Fashion Show presented for the benefit of The National Foundation For Infantile Paralysis. Contact: Elaine Whitelaw, BE. 3-0500. Publ.: Eleanor Lambert, MU. 8-2130.		

MOVIES...MUSIC...THEATRE...OPERA

Week Of Dec. 7

FOURTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Dec. 7: Debussy's PELLEAS ET MELISANDE. Tues., Dec. 8: Verdi's IL TROVATORE. Wed., Dec. 9: Gounod's FAUST. Thurs., Dec. 10: Mozart's DON GIOVANNI. Fri., Dec. 11: Verdi's LA TRAVIATA. Sat., Mat., Dec.12: Verdi's RIGOLETTO. Sat., Eve., Dec. 12: Bizet's CARMEN. Publicity: Margaret Carson, PE. 6-1200.

Tuesday Dec. 8

OPENING: "FLAME-OUT" LYCEUM THEATRE, 149 W. 45TH STREET
M.M. Productions will present a comedy drama by Alan Mowbray about jet plane pilots in Korea with Herbert Bott, Harry Carey, Jr., Todd Karns. Settings: Yellenti. Publicity: Sam Friedman, PL. 7-4380.

Beginning Wednesday Dec. 9- Dec. 20

OPENING: "RICHARD III" CITY CENTER, 131 WEST 55TH STREET
The third in the N.Y. City Center's drama series, starring Jose Ferrer in Shakespeare's historical tragedy, "Richard III", co-starring Vincent Price with Florence Reed, Maureen Stapleton, Jessie Royce Landis as "The 3 Queens". Director: Margaret Webster. Production designed by Richard Whorf. Costumes supervised by Emeline Roche. Dec. 23-Jan. 3: "Charley's Aunt",production designed by Raoul Pene du Bois. Prices: $1.20-$3.60. Publicity: Reginald Denenholz, at Jean Dalrymple's office, MU. 8-3847.

Thursday Dec. 10

OPENING: "JOHN MURRAY ANDERSON'S ALMANAC" IMPERIAL THEATRE, 247 W. 45 ST.
Michael Grace, Stanley Gilkey, Harry Rigby present "John Murray Anderson's Almanac" with Hermione Gingold, Billy deWolfe, Harry Belafonte, Polly Bergen. Staged by John Murray Anderson. Sketches directed by Cyril Ritchard. Sets: Thomas Becher. Costumes: Raoul Pene du Bois. Publicity: Sol Jacobson, CH. 4-1482.

Wednesday Dec. 16

OPENING: "THE PRESCOTT PROPOSALS" BROADHURST THEATRE, 233 W. 44TH ST.
Leland Hayward will present Katherine Cornell in a political comedy by Howard Lindsay and Russel Crouse. Director: Howard Lindsay. Costumes: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.

Thursday Dec. 17

OPENING: "OH, MEN! OH, WOMEN!" HENRY MILLER THEATRE, 124 W. 43RD ST.
Cheryl Crawford, in association with Anderson Lawler, presents Edward Chodorov's modern comedy about psychiatry, starring Franchot Tone and Betsy von Furstenberg. Director: Edward Chodorov. Sets: William and Jean Eckart. Costumes: Paul du Pont. Publicity: Ben Washer, JU. 2-3466.

Tuesday Dec. 29

OPENING: "IN THE SUMMER HOUSE" PLAYHOUSE THEATRE, 137 W. 48TH ST.
Playwrights' Company and Oliver Smith present the Jane Bowles play starring Judith Anderson. Director: John Stix. Sets: Oliver Smith. Costumes: Noel Taylor. Publicity: Richard Maney, CI. 7-4646.

Wednesday Dec. 30

OPENING: "THE REMARKABLE MR. PENNYPACKER" CORONET THEA., 230 W. 49TH ST.
Producers' Theatre, Inc. will present Burgess Meredith and Martha Scott in Liam O'Brien's comedy of the unusual tribulations of a progressive Victorian father, with Thomas Chalmers, Una Merkel. Director: Alan Schneider. Sets and costumes: Ben Edwards. Publ.: Barry Hyams, CO.5-4784.

Thursday Jan. 7

OPENING: "HIS AND HERS" 48TH ST. THEATRE, 157 W. 48TH ST.
Albert Selden and Morton Gottlieb will co-star Celeste Holm and Robert Preston with Howard St. John, George Voskovec and Elizabeth Patterson, in a new comedy by Fay and Michael Kanin, with Mr. Kanin directing. Sets: Charles Elson. Costumes: Frank Thompson. Miss Holm's clothes by Oleg Cassini. Publicity: Arthur Cantor, LO. 5-1883.